



ANNUAL REPORT
1963

NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.



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NOTE: Current Officers, Board Members, Committee Chairmen and Executive Staff as of March 1, 1964.



THE EFFECTIVENESS of the National Society for the Prevention of Blindness, Inc. with its programs of research, community service and professional and public education is indicated throughout this report for 1963. I believe you will see evidence of varied and important accomplishments in saving sight. The past year also brought significant internal growth to the Society and its state affiliated organizations, and I would like to review them here.

Particularly essential was the development of updated principles to guide the National Society and its affiliates. With the advice and suggestion of our state organizations we have spelled out more precisely the relationships between the National Society and its affiliates. This will go far to assure more effective and economical operation. The state bodies, which conduct the important person-to-person sight-saving programs, will help more in the guidance of the national program.

Continuing their great contribution to the National Society were the members of its board of directors who were generous with time and energy in giving force and direction to our work; the chairmen and members of program advisory committees whose talents and abilities helped shape the many sight-saving programs; and the POB volunteers upon whom always falls the front-line assignment in the battle against blindness. Without the sustained interest of all these, our achievements would not be possible.

The National Society gave its fullest cooperation in carrying out provisions of the National Health Council's program for uniform accounting and financial reporting procedures for voluntary health agencies.

I hope that my report on our stewardship and review of sight-saving efforts that follow will convince you that the Society has a loyal organization of competent men and women to fight the battle against preventable blindness and that with your deeply appreciated support we will continue our growth and helpfulness.

ENOS CURTIN
President



1963 National
Sight-Saving Chairman
Walt Disney

1963 YEAR IN REVIEW

SIGHT-SAVING MONTH: "I ask all my fellow Americans to accept their personal and public responsibility to join in the battle to save sight," declared the late President John F. Kennedy in the 1963 September Sight-Saving Month message to the nation. We are most grateful to film and television celebrity Walt Disney who led the campaign as National Sight-Saving Chairman and his famous creations, particularly Professor Ludwig von Drake, Mickey Mouse, and Jiminy Cricket, who helped the NSPB achieve the widest radio, television and press coverage in the fourteen years of the program. Radio and television stations contributed well over a million dollars in public service time. Nearly 600 newspapers carried Sight-Saving Month material during September.

ANNUAL CONFERENCE: More than 300 delegates from 27 states, Canada, and Brazil were at the 1963 NSPB Conference in Boston. Sessions for the three-day national meeting were planned on the theme "The Promise of Prevention." Mr. George Bugbee, director of the Health Information Foundation, reported on "Prevention—The Challenge Ahead."



RESEARCH: Both operational research and the support of clinical and laboratory research continued as major functions of the NSPB during 1963. Under operational research a report of the study of causes of blindness among children who attended schools and classes for the blind during the school year 1958-59 was published in the *Sight-Saving Review*, the NSPB's official quarterly journal. Work progressed on the index of diagnostic terms which will be part of the Manual of Instructions for Use of the Classification of Causes of Blindness. The manual will be completed in 1964.

In clinical and laboratory research, the NSPB follows a policy of financing pilot projects, requiring modest budgets, not currently supported by other research funds. Grants awarded during 1963 covered projects in diabetic retinopathy, use of pleoptics for treating amblyopia, in glaucoma surgery and in vernal conjunctivitis. The NSPB is again grateful to the E. Matilda Ziegler Foundation for the Blind, The New York Community Trust, and the Prevention of Blindness Society of Metropolitan Washington, D.C., for funds designated for research.

ECLIPSE CAMPAIGN: To reach every American with a warning not to look directly at the July 20th solar eclipse was the major public informational goal of the year. The message was carried by radio, television, newspaper stories, the "Peanuts" comic strip, direct mail, house organs, the *This Week* Sunday newspaper supplement, and such magazines as



Life, *Time*, and *Newsweek*. Deserving of special mention were cooperative eclipse warning projects carried on with government, military, and public health leaders, commercial and industrial firms, school and voluntary health units, and civic and religious groups. A survey of 4,237 certified ophthalmologists across the nation two weeks after the eclipse brought reports of only 247 cases of retinal burns from eclipse-gazing, far below the anticipated toll. Unfortunately, because the damage is not painful or may not be immediately evident, additional cases may be discovered periodically for years to come.

Science Service



The July 20 solar eclipse was the cause of a major NSPB public information campaign

Hathaway
Award winner
Mrs. Wilma Hull
and NSPB
President Curtin



COMMUNITY SERVICES: Children's vision screening and glaucoma screening remained the primary sight-saving programs at the community level throughout the country in 1963. Glaucoma screening projects, sponsored by state POB societies, or by civic groups in cooperation with the NSPB, checked hundreds of thousands of Americans over 40 for signs of this "sneak thief of sight." In preschool and school vision screening, hundreds of volunteers were trained by NSPB and state field personnel to conduct screenings for signs of eye trouble among youngsters. Until such time as every child has a complete eye examination before he enters school, these programs will be basic to the Society's work.

On both the state and local level, the NSPB continued its efforts to improve and expand educational opportunities for partially seeing pupils. These are youngsters with a visual acuity of 20/70 or less in their better eye after best possible correction, who can still use vision as their chief means of learning. The NSPB estimates that only one in ten partially seeing youngster receives the benefits of appropriate educational services and facilities.

HONORS: Ceremonies at the 1963 conference honored Mrs. Wilma Hull of Waltham, Massachusetts who was named "Teacher of the Year for Partially Seeing Children" for the year 1962. She received NSPB's Winifred Hathaway Award at the NSPB annual meeting in Boston.

Later in the year, the 28,000th Wise Owl Club membership was won by Fred Sherr, an employee of Thiokol Chemical Corporation's Reaction Motors Division in New Jersey. Mr. Sherr gained the milestone membership in the eye safety organization when safety glasses saved his vision from harm after a grinding wheel shattered and fragments flew into his face. The NSPB estimates these "Wise Owl" efforts meant a total of more than \$140 million saved in compensation costs as well as much human suffering.

PARTNERS IN PREVENTION: The annual glaucoma screening for more than 1,400 physicians and guests at the 1963 annual meeting of the American Medical Association in Atlantic City, New Jersey, again highlighted cooperative preventive programs.





Mrs. Robert Baynard, NSPB vice-president, presents the premiere print of "The Smartest Kid In Town" film to Dr. Garland Murphy, American Legion Child Welfare Commission chairman, as Bill Hahn, star of the picture, and Randel Shake, National Child Welfare Director of the Legion, look on

Other organizations with whom the Society worked on projects of mutual concern during 1963 included medical, public health, professional groups, social welfare, educational, safety, rehabilitation, and government and voluntary health agencies. Again aiding as sources of volunteers for prevention of blindness programs were the American Red Cross Nurses Aides, Delta Gamma Fraternity and Lions Clubs. The National Society also maintained during the year its information and referral service to answer requests from individuals for information on specific vision problems or ailments or for general information. Such requests again numbered more than 20,000 for the year.

EYE SAFETY: Two major advances toward improved eye safety came with the passage of mandatory school eye safety legislation in Ohio and the publishing of the Society's position statement advocating use of shatter-resistant safety lenses by all persons wearing glasses, particularly those with impaired vision. The statement underlines the need for safety eyewear in the school, home and recreational setting as well as in industry. Ohio became the first state to require pupils, teachers and visitors to wear eye protective devices in vocational, industrial arts, and chemical-physical science courses or laboratories, with a law that had been advocated by the Ohio Society for the Prevention of Blindness. Along with encouraging growth of the industrial Wise Owl Club, membership in the Junior Wise Owl eye safety incentive program for children reached 36. Publication of "Eyes In Industry," the NSPB's guide on industrial vision testing, stimulated considerable interest both in industry and governmental agencies.

FILMS: Two new, long-awaited color films were added to the NSPB film library during 1963 with the completion of "Sight For A Lifetime," the prevention of blindness story, and "The Smartest Kid In Town," a picture on children's eye safety. Premiere of "The Smartest Kid" was held at the national convention of The American Legion in Miami Beach, the film having been produced on a grant from the Legion's Child Welfare Foundation, Inc. "Sight For A Lifetime" was premiered in New York City with ceremonies in honor of Mrs. Charles A. Dana whose contribution made production of the film possible. During the year the NSPB film library distributed 475 films for showing to tv and non-tv audiences. There was an increase in loans and sales of 54 per cent over 1962.



Cameramen film an industrial eye safety sequence for "Sight For A Lifetime," the prevention of blindness story

PEAT, MARWICK, MITCHELL & CO.
CERTIFIED PUBLIC ACCOUNTANTS
SEVENTY PINE STREET
NEW YORK, NEW YORK 10005

ACCOUNTANTS' REPORT

The Board of Directors
National Society for the Prevention of Blindness, Inc.:

We have examined the statement of financial position of the National Society for the Prevention of Blindness, Inc., excluding state chapters, as of December 31, 1963 and the related statement of fund transactions for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances. As to contributions and income from state chapters, it was not practicable because of their nature to extend the examination beyond accounting, on a test basis, for the receipts as recorded.

The income, expenditures and resources of the state chapters of the Society are not included in the accompanying statements nor were the financial statements of such chapters examined by us.

In our opinion, subject to the effect of a possible judgment with respect to the civil action indicated in note 2 on the statement of financial position, the accompanying statement of financial position and statement of fund transactions present fairly the financial position of the Society, excluding state chapters, at December 31, 1963 and the summary of fund transactions for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Peat, Marwick, Mitchell & Co.

New York, N. Y.
March 17, 1964

NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.
STATEMENT OF FINANCIAL POSITION

December 31, 1963

	General Fund	Designated Funds	Endowment Funds	Combined
Assets:				
Cash	\$ 197,203	21,057	—	218,260
Accounts receivable:				
Deposits and advances	4,575	—	—	4,575
Due from chapters of the Society	19,045	—	—	19,045
Miscellaneous accounts receivable	10,775	—	—	10,775
Investments in bonds and stocks, at cost or fair value at date of acquisition in the case of gifts (quoted market \$1,759,320)—				
(note 1)	1,035,683	—	49,220	1,084,903
Prepaid expenses	6,815	—	—	6,815
Total assets	<u>1,274,096</u>	<u>21,057</u>	<u>49,220</u>	<u>1,344,373</u>
 Less accounts payable and accrued expenses	32,364	—	—	32,364
Net assets (representing fund balances)	<u>\$1,241,732</u>	<u>21,057</u>	<u>49,220</u>	<u>1,312,009</u>
 Fund balances:				
General Fund	1,241,732	—	—	1,241,732
Designated Funds	—	21,057	—	21,057
Endowment Funds	—	—	49,220	49,220
	<u>\$1,241,732</u>	<u>21,057</u>	<u>49,220</u>	<u>1,312,009</u>

Notes:

- (1) Securities which have a cost of \$171,775 have been deposited with an escrow agent in accordance with the lease agreement dated May 15, 1961.
- (2) There is presently pending a civil action against the Society. The amount of the claim and the outcome of such litigation cannot be determined at this time.

TO MEET THE CHALLENGE...

RESEARCH: — funds for the purpose of supporting scientific studies or investigations, *plus* all costs incurred in the conduct of a program which seeks new knowledge for the prevention of blindness. \$ 80,964

PUBLIC HEALTH EDUCATION: — programs to inform the general public how it can conserve sight and prevent blindness through good visual health and eye safety practices; the dissemination of facts designed to (a) encourage periodic eye examinations, (b) reduce apathy or indifference toward visual health and (c) eliminate unwarranted fears or misconceptions, and all costs relating to "eye health" educational work. \$225,313

PROFESSIONAL EDUCATION AND TRAINING: — activities to improve the knowledge, skills and critical judgment of physicians, teachers, nurses, and other persons engaged (directly or indirectly) in eye health and safety work by keeping them abreast of new advancements, techniques, etc.; to provide educational opportunities for those who enter the sight conservation field; to expand or improve health educational courses in universities or the like; to stimulate health and/or science in careers. \$136,905

COMMUNITY SERVICES: — activities relating to the detection of eye diseases such as glaucoma and visual problems of children; planning and improvement of community eye health services, facilities and safety practices. \$102,669

PUBLIC INFORMATION: — activities conducted for the purpose of keeping the National Society programs before the public by drawing attention to its research programs and other services, board and committee appointments, etc.; the cost of writing, printing and distributing literature which gives an accounting of the management's stewardship and/or serves to develop closer ties with volunteers and community leaders. \$ 54,404

FUND RAISING: — activities conducted or materials produced and distributed for the sole or principal purpose of getting the public to support financially the National Society's cause. \$158,934

ORGANIZATION AND PROGRAM DEVELOPMENT — FIELD SERVICES: — costs incurred in cooperating on organization work of state societies; expenses which relate to the opening of new state committees and/or branches. \$ 66,816

ADMINISTRATIVE AND GENERAL EXPENSES: — costs associated with directing the overall affairs of the National Society; the cost of operating accounting and office service departments. \$107,549

NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.
STATEMENT OF FUND TRANSACTIONS

Year ended December 31, 1963

	General Fund	Designated Funds	Endowment Funds	Combined
Expenditures:				
Research	\$ 72,557	8,407	—	80,964
Public health education	197,247	28,066	—	225,313
Professional education and training	136,804	101	—	136,905
Community services	101,649	1,020	—	102,669
Public information	54,404	—	—	54,404
Fund raising	158,934	—	—	158,934
Organization and program development—				
field services	66,816	—	—	66,816
Administration and general expenses	107,549	—	—	107,549
	<u>895,960</u>	<u>37,594</u>	<u>—</u>	<u>933,554</u>
Income:				
Contributions (includes legacy and Chapter contributions)	711,643	11,570	—	723,213
Sales, subscriptions and royalties	41,504	—	—	41,504
Investment and trust fund income	80,634	2,750	—	83,384
	<u>833,781</u>	<u>14,320</u>	<u>—</u>	<u>848,101</u>
Excess of expenditures over income before net gain on sale of investments	62,179	23,274	—	85,453
Net gain on sale of investments	<u>75,256</u>	<u>—</u>	<u>—</u>	<u>75,256</u>
Excess (Deficiency) of income over expenditures	13,077	(23,274)	—	(10,197)
Net transfers between funds	<u>(14,066)</u>	<u>14,066</u>	<u>—</u>	<u>—</u>
Increase (Decrease) for year	(989)	(9,208)	—	(10,197)
Fund balances:				
Beginning of year	1,242,721	30,265	49,220	1,322,206
End of year	<u>\$1,241,732</u>	<u>21,057</u>	<u>49,220</u>	<u>1,312,009</u>

See notes on statement of financial position

Fund balances designated for:

Expenditures budgeted for 1964 program	\$1,035,000
Operating reserve and other purposes	277,009
	<u>\$1,312,009</u>

The net assets of \$1,312,009 of the Society at December 31, 1963 include securities with a book value of \$1,084,903 and a quoted market value of \$1,759,320.

Contributions of \$33,626 from the four state Chapters represent forty per cent of their gross receipts. The accounts of the Chapters have been audited by certified public accountants.

The Society will supply additional information upon request.

HOW YOU CAN HELP PREVENT BLINDNESS!

1. Plan each year to support the National Society as generously as you are able. During 1963 a record number of gifts was received from people interested in preventing unnecessary blindness.
2. Consider a bequest to prevent blindness when writing your will. To learn more about effective ways of including charitable gifts in the planning of your estate, write for the Society's new booklet, *A GIFT OF SIGHT*. You can assure the Society of continuing financial support by using the following bequest form:
"I give and bequeath to the National Society for the Prevention of Blindness, Inc., a corporation under the laws of the State of New York, the sum of \$_____ for its corporate purposes."
3. There are many important sight saving projects which offer special gift opportunities, ranging from a few hundred dollars for an educational pamphlet, to many thousand dollars for long-range programs of research or program development. Information about these opportunities may be obtained from John W. Ferree, M.D., executive director of the National Society.
4. Guard your eyes and those of your family through regular eye examinations, especially after the age of 40 when glaucoma may become a threat. Before children begin school their eyes should be examined to be sure that any defects can be corrected in time.

GIFTS TO THE NATIONAL SOCIETY ARE CHARITABLE CONTRIBUTIONS AND DEDUCTIBLE FOR INCOME TAX PURPOSES

CHECKS MAY BE MADE PAYABLE TO "PREVENT BLINDNESS"



NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.

16 East 40th Street

MEMBER, NATIONAL HEALTH COUNCIL

New York, N.Y. 10016